

What's the Best Way to Calculate the Value of Your Website?

“Worth” is a difficult thing to define. My father often told me that something is only worth what someone else will actually pay for it – but if you’re trying to sell your website, what’s a reasonable figure to ask for or expect at auction?

Let’s start by doing this the wrong way: using sites that try to estimate a site’s value. It’s quite funny really – most of these are worthless. Their quotes are wildly inaccurate. To prove this, I tried the top 10 Google results.

The best way to judge the value of a website is to compare with previous site purchases. I use [BizBroker24](#), an online Mergers and Acquisitions site for websites and domains. I’ve sold a few domains and blogs I’ve given up on there for \$50,000-\$100,000 each over the years, and I know the figures are reliable **1-2 years Profit**

If the site does have an existing (verified) revenue stream, it’s an immediate **investment** for potential buyers. Assuming all the other variables check out, it’s reasonable to expect anywhere in the region of 1 to 2 years worth of revenue as the final sale value – depending on the reliability of that revenue source and amount of effort required to maintain in. The purchaser is almost guaranteed to turn a profit after two years, or sooner if the maximum revenue potential hasn’t already been realised. This is the most reliable evaluation you can get.

Age of the domain

Older domains are worth more, because supposedly Google places more trust in them. It’s difficult to put a precise value on this, but if all other variables match, nudge your expected price up a little if your domain is older; adjust downward if it’s newer.

PageRank Value

The “public” PR value of a site is contentious among SEO circles as to how much value it does actually portray – the number is sometimes only updated every 6 months to a 1 year, and may even be different to the internal PR used by Google to rank sites. That said, it still remains a primary factor when making a “domain only” sale. For PR4 domain only sale, expect in the region of \$1000. PR3, maybe \$500. Less than that is essentially worthless, so look to other factors like existing revenue stream.

How to calculate the value of your website?

You can use one of the following tools:

[How much is your website value?](#)

[Website Worth Calculator](#)

[Site Value](#)

[Calculator Website Value](#)

[Website Worth Check](#)

[How much is my website value?](#)

[How much is my website worth?](#)

[How much is my blog value?](#)

[How much is my domain worth?](#)

[Domain Name Valuation](#)

[How to calculate website worth?](#)